

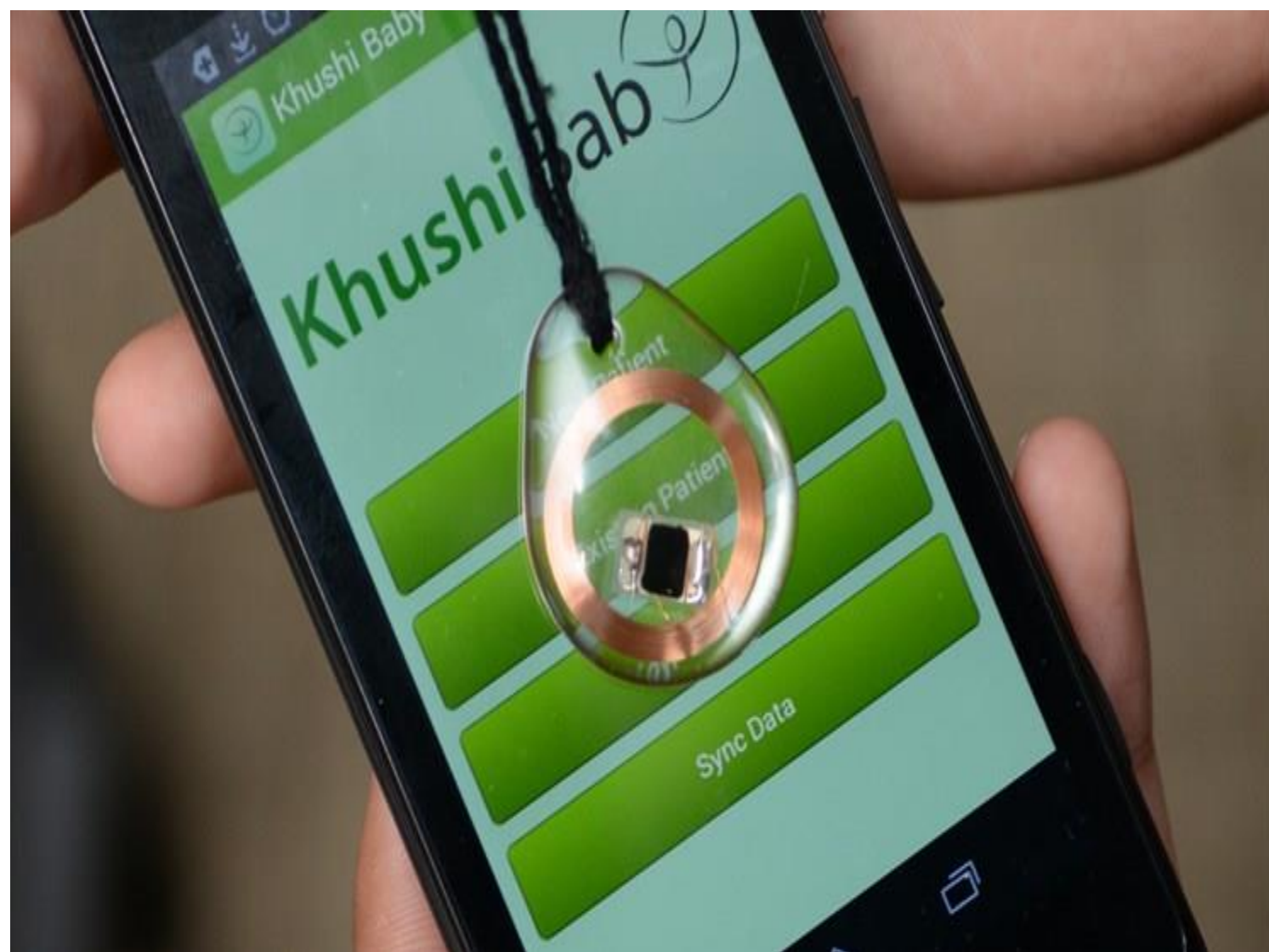
Acceptability of Khushibaby Pendant among beneficiaries in terms of wearing

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Introduction



KhushiBaby pendant is a digital necklace that makes medical history wearable to monitor the health care of mothers and children at the last mile.

Being a wearable it is close to the users body this way it ensures that they hardly loose or forget it to carry to MCHN camp.

Through wearing it all the time beneficiaries also instigating a sense of wonder.

It becomes a campaignable tool to engage communities.

Objectives

- To find out the proportion of beneficiaries use to wear khushibaby pendant.
- To study the reasons behind non-acceptability (not wearing) of pendants among beneficiaries.
- To evaluate the changes, if any, beneficiaries wants in existed pendant to increase its acceptability

Methodology

Study Design (Type): Quantitative Research.

Study Area: Khushi baby treatment area in Salumbar Block of Udaipur District

Study Population: 100 mothers & their children of 4 PHC area of salumbar block of Udaipur, who are beneficiaries of Khushibaby and were given khushibaby pendant.

Study Period: The study was carried out from 2nd April- 2nd June 2018.

Sampling Design: Convenience sampling – 100 beneficiaries (mothers) were selected.

Data Collection: Semi-structured Questionnaire

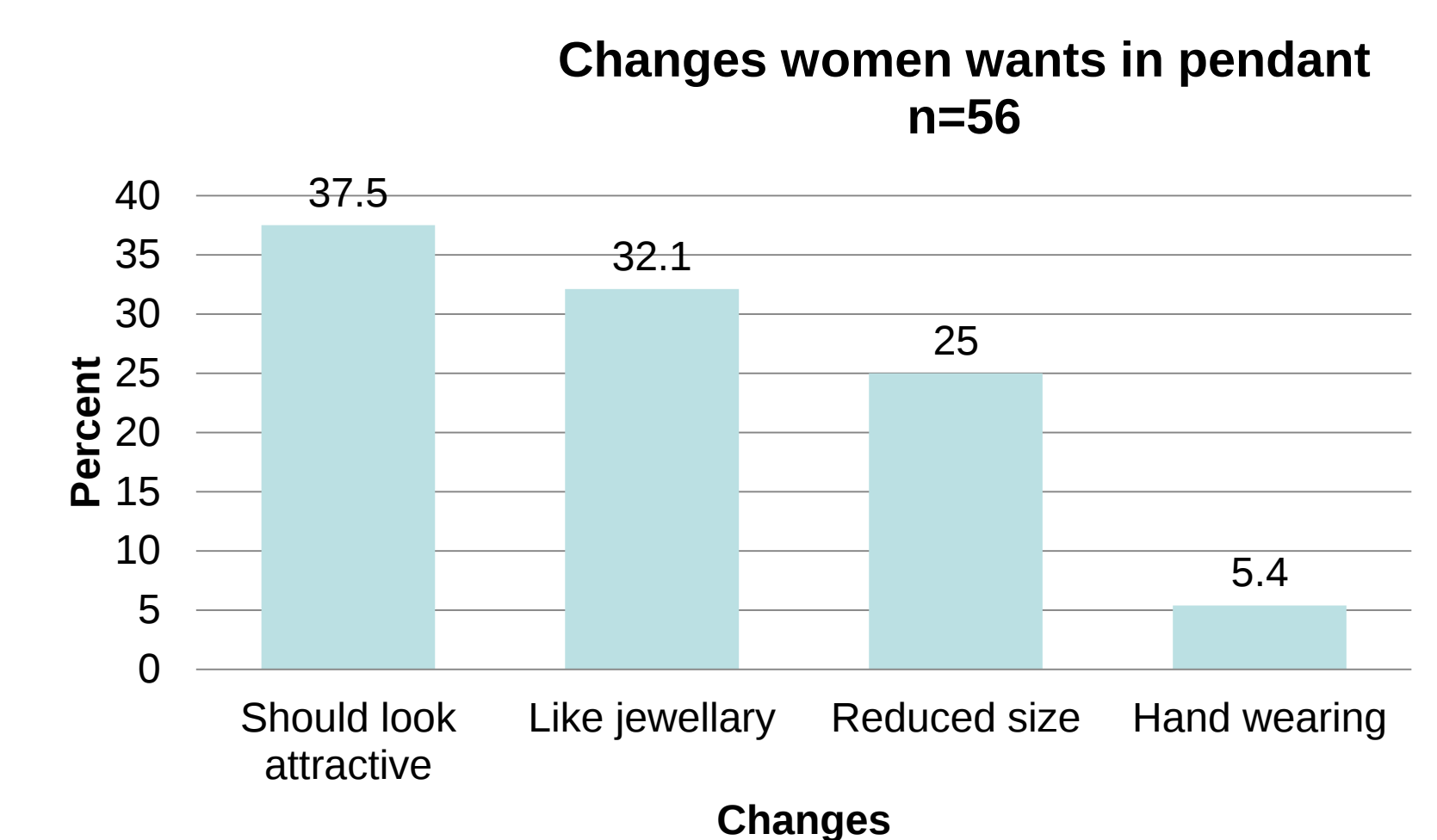
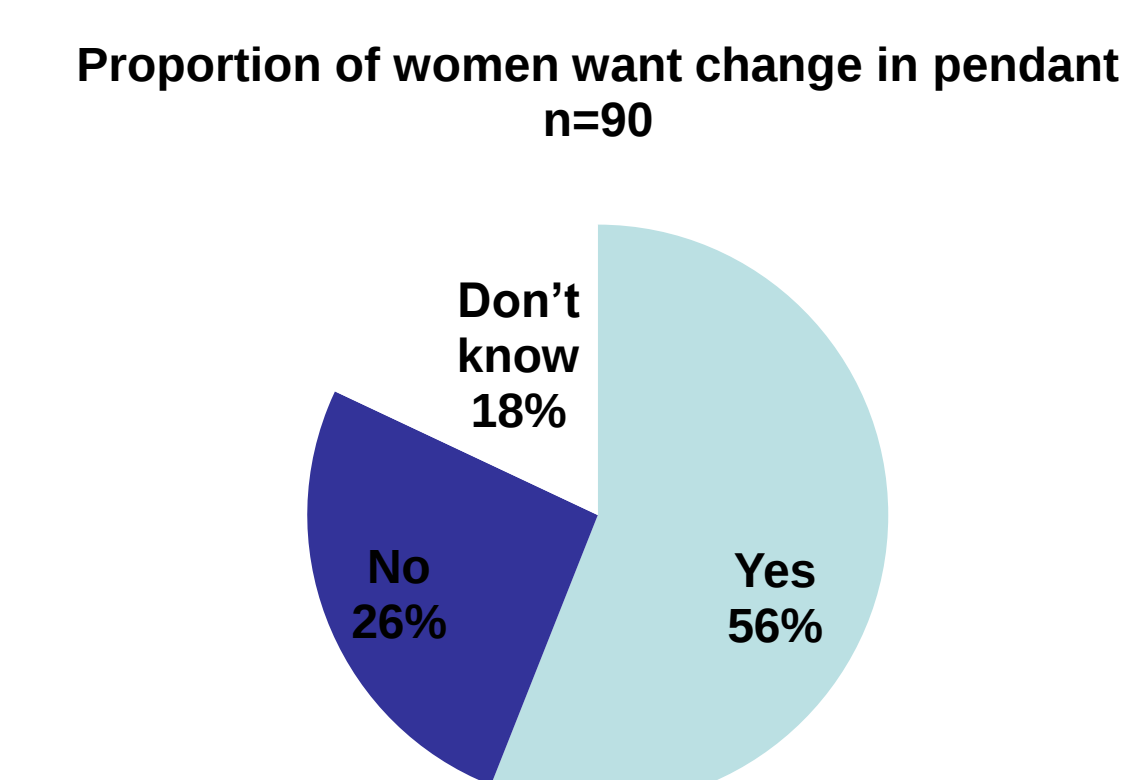
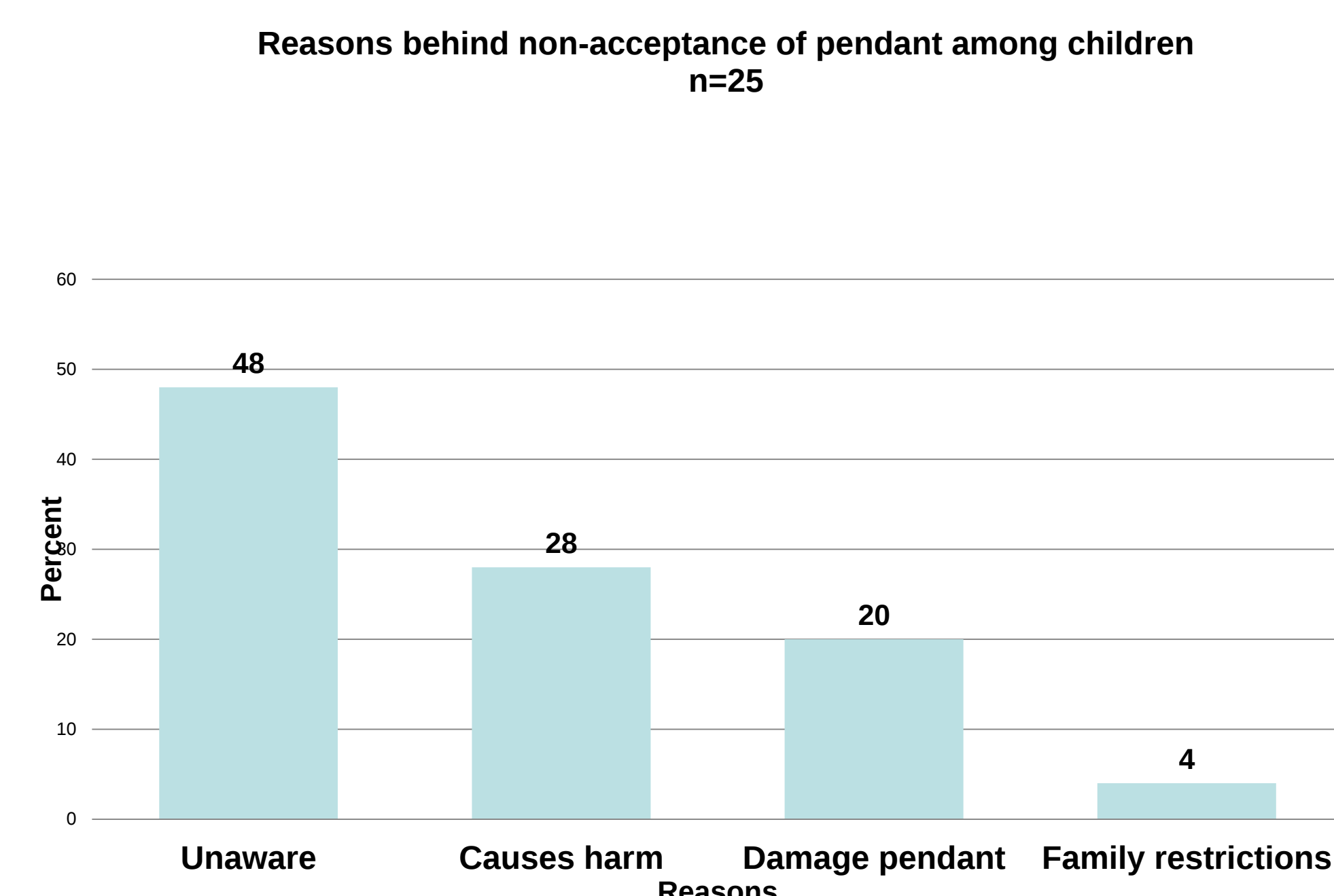
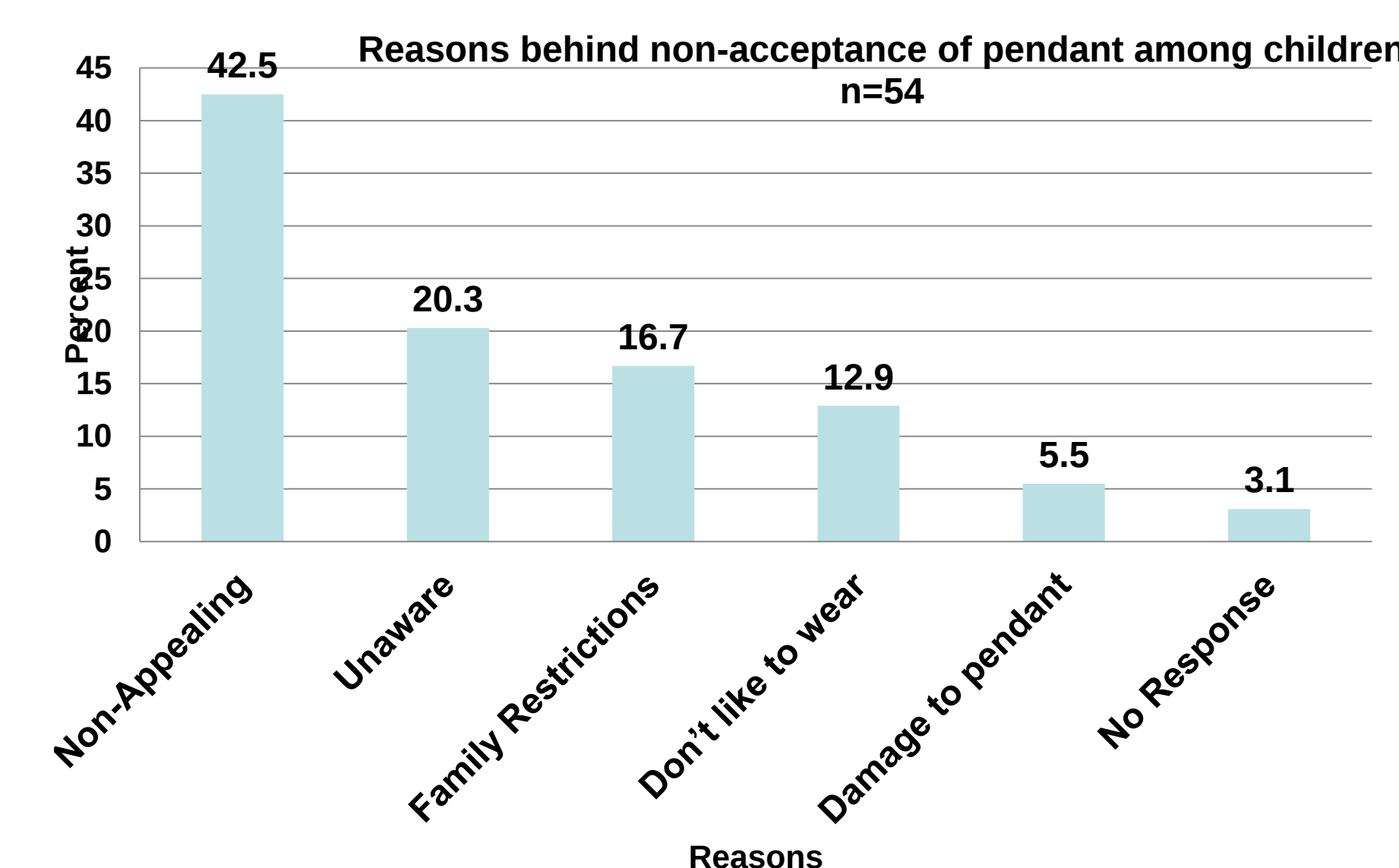
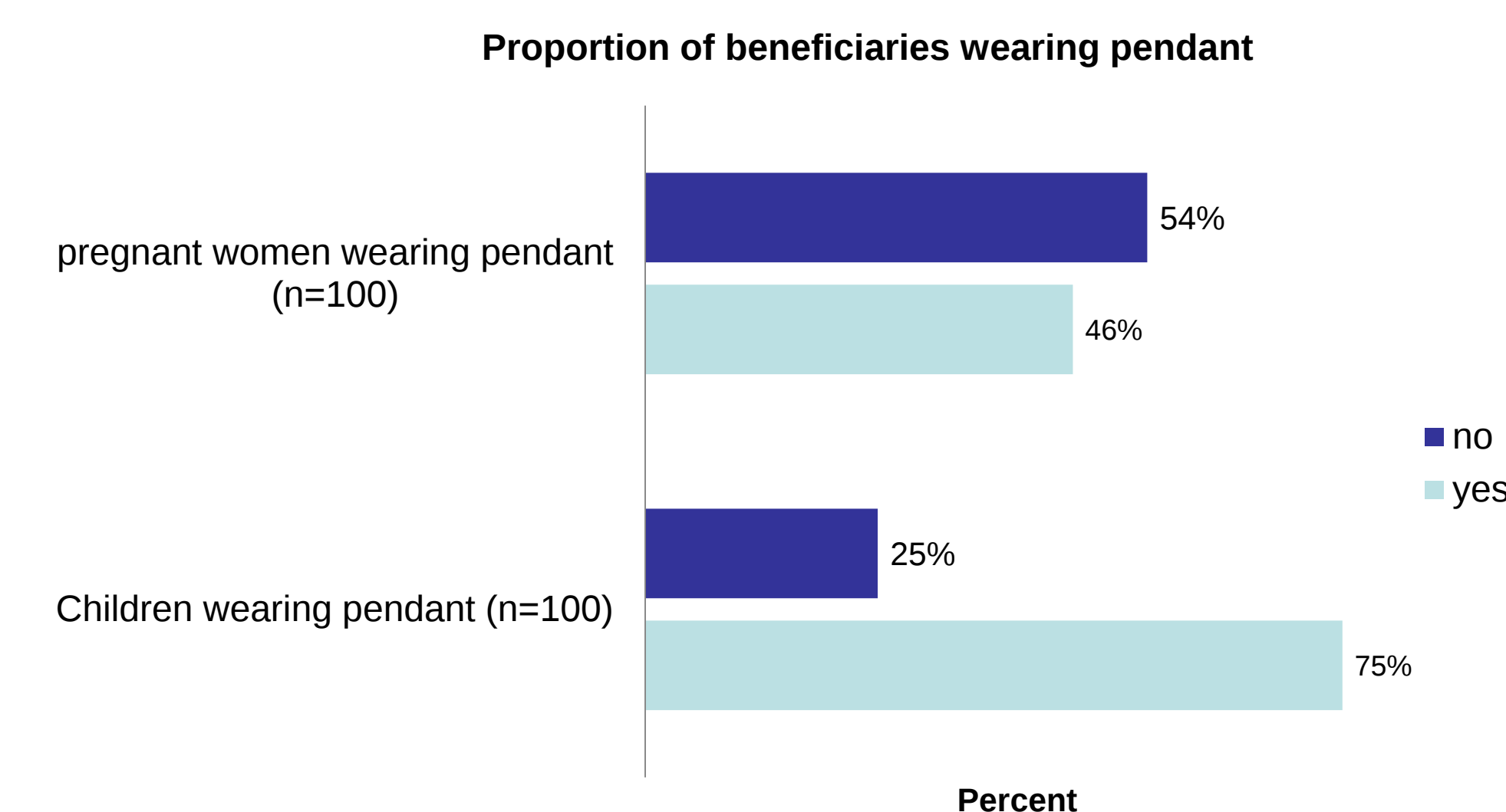
Data collection tool : Survey CTO

Data Preparation: Cleaning of data- Missing values were removed from the dataset.

Data Analysis: Data was analysed through Survey CTO & MS Excel
Graphical Representation was done using



Findings



Conclusions

This study concluded that :-

- More than half proportion of women and 1/4th of children are not wearing pendant.
- Major reason behind non-acceptance of pendant among women are non-appealing look of pendant and unawareness about importance of wearing it.
- Major reasons behind non-acceptance of pendant among children are unawareness about importance of wearing it as well as fear of wearing it, as it will cause harm to children.
- More than half proportion of women want changes in pendant.

Suggestions

- Khushibaby should arrange Nukkad-natak at MCHN Camp to aware beneficiaries about the importance of wearing it .
- KB should asks ANMs to ask beneficiaries to wear it.
- KB Should consider changes, women wants in pendant.